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**Yee &
Associates, P.C.**

4100 Alpha Road
Suite 1100
Dallas, Texas 75244

Main No. (972) 385-8777
Facsimile (972) 385-7766

FACSIMILE COVER SHEET

To: Commissioner for Patents for Examiner Michael Bekerman Group Art Unit 3622	Facsimile No. 571/273-8300
From: Dell Whitten Paralegal to Duke W. Yee	No. of Pages Including Cover Sheet: 3
Enclosed herewith: <ul style="list-style-type: none">• Transmittal document; and• Notice of Appeal.	
Re: Application Serial No. 09/766,357 Attorney Docket No. RSW920000110US1	
Date: Tuesday, April 25, 2006	
Please contact us at (972) 385-8777 if you do not receive all pages indicated above or experience any difficulty in receiving this facsimile.	<i>This Facsimile is intended only for the use of the addressee and, if the addressee is a client or their agent, contains privileged and confidential information. If you are not the intended recipient of this facsimile, you have received this facsimile inadvertently and in error. Any review, dissemination, distribution, or copying is strictly prohibited. If you received this facsimile in error, please notify us by telephone and return the facsimile to us immediately.</i>

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Moore

§ Group Art Unit: 3622

Serial No.: 09/766,357

§ Examiner: Bekerman, Michael

Filed: January 19, 2001

§ Attorney Docket No.: RSW920000110US1

For: Automated and Optimized Mass
Customization of Direct Marketing
Materials

§ Certificate of Transmission Under 37 C.F.R. § 1.8(a)

I hereby certify this correspondence is being transmitted via facsimile to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, facsimile number (571) 273-8300 on April 25, 2006.

By:

Dell Whitten

TRANSMITTAL DOCUMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

37945

PATENT TRADEMARK OFFICE
CUSTOMER NUMBER

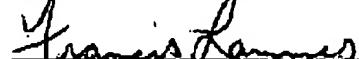
Sir:

ENCLOSED HEREWITH:

- Notice of Appeal

A fee of \$500.00 is believed to be necessary. Please charge this fee to IBM Corporation Deposit Account 09-0457. In the event that any additional fees are required for the prosecution of this application, please charge any necessary fees to IBM Corporation Deposit Account 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is needed, the extension is requested and the fee for this extension should be charged to IBM Corporation Deposit Account 09-0457.

Respectfully submitted,



Francis Lammes

Registration No. 55,353

Duke W. Yee

Registration No. 34,285

YEE & ASSOCIATES, P.C.

P.O. Box 802333

Dallas, Texas 75380

(972) 385-8777

ATTORNEYS FOR APPLICANT

RECEIVED
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE CENTRAL FAX CENTER
APR 25 2006

In re application of: Moore

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on April 25, 2006.

By:

Dell Whitton

NOTICE OF APPEAL

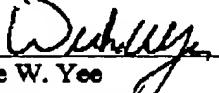
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the office action dated March 29, 2006 finally rejecting claims 1-4, 8-13, 17-22, 26 and 27.

A fee of \$500.00 is believed to be necessary. Please charge this fee to IBM Corporation Deposit Account No. 09-0457. In the event that any additional fees are required for the prosecution of this application, please charge any necessary fees to IBM Corporation Deposit Account No. 09-0457. No extension of time is believed to be necessary. If, however, an extension of time is needed, the extension is requested and the fee for this extension should be charged to IBM Corporation Deposit Account No. 09-0457.

Respectfully submitted,


 Duke W. Yee
 Reg. No. 34,285
 YEE & ASSOCIATES, P.C.
 P.O. Box 802333
 Dallas, Texas 75380
 (972) 385-8777
 ATTORNEY FOR APPLICANT

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